THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (c) Fairness creams are advertised on TV channels but they are not permitted to be derogatory to any skin complexion. However, in 2003, a complaint from NHRC was referred to the Ministry and the advertisement was prohibited from being transmitted. Reference was made to ASCI also. ASCI informed that HLL withdrew this advertisement. Thereafter, this was not telecast for a long time and then HLL brought new amended version. Fairness creams continue to be advertised on TV but so long as they are not derogatory to other complexions, they cannot be stopped from being advertised.

While no specific permissions are given for the broadcast of advertisements, complaints received against contravention of the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 are enquired into. The Code, *inter alia*, provides that advertisements carried in the cable service shall be so designed as to conform to the laws of the country and further provides that no advertisement shall be permitted which derides any race, caste, colour, creed and nationality.

Package for cinema industry

2707. SHRIMATI S.G. INDIRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government are considering to announce a bail out package for the cinema industry;

(b) if so, the details thereof;

(c) whether Government are also considering to introduce a uniform system in all the States to reduce the cinema ticket rate to Rs. 40/- or below; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (d) No, Sir. 'Cinema' except 'certification of films for public exhibition' is a State subject.

As per the latest industry reports, the Indian film industry is expected to grow by 18% per annum compounded annually over the next five years.

The Central Government has taken several initiatives to bring about changes in the entertainment sector in the interest of the overall development of this sector as under:—

* Institutional and bank financing are now accessible to the entertainment industry.
* 100% Foreign Direct Investment is permissible in the film sector.
* Government has led participation in global markets with a view to enhancing visibility of film industry.
* Film weeks and festivals are held on reciprocal basis wih various countries.
* Audiovisual co-production agreements with other countries are being explored to expand avenues of finances and markets for the Indian film industry.
* The Committee for Development of the Entertainment Sector, a sub-committee of the State Information Ministers' Conference (SIMCON), set up to suggest a policy framework for the film industry has recommended reduction of entertainment tax; steps to counter piracy in the film sector, measures to facilitate foreign film shooting in India etc.
* The National Film Development Corporation, a public sector unit under this Ministry provides limited funding for films and oversees the integrated growth of the film industry in tune with objectives of the national economic policy.

New channels of DD

2708. SHRI R. KAMARAJ: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan would add 15 new channels to the existing bouquet of 33 by June, 2005;

(b) if so, the details thereof?